

# ARITRAA ADHIKARY

DYNAMIC PROFESSIONAL WITH DIVERSE EXPERIENCE IN  
EDUCATION, SALES, AND VOLUNTEERING.



## EXPERIENCE

### PHYSICSWALLAH (01/05/23- 31/11/23) SENIOR ASSOCIATE

- RANKING TOP 5 PERFORMER LIST IN ENTIRE SKILLS SEGMENT WITH THE RECORD OF 16 SALES IN A SINGLE DAY.
- DELIVERED 15% MORE PROJECTS ON-TIME, SHOWCASING PROJECT MANAGEMENT PROCESS.
- CONSISTENTLY ACHIEVED OUTSTANDING RESULTS IN STRATEGIC PLANNING AND EXECUTION.
- HANDLING SKILLS SEGMENT/SELLING SKILL COURSES (DATA SCIENCE, DATA ANALYTICS, WEB DEVELOPMENT ETC.) WITH THE RECORD OF 102 SALES IN A SINGLE MONTH.

### UNACADEMY (18/01/22- 30/06/22) SENIOR BUSINESS DEVELOPMENT ASSOCIATE


- DROVE CUSTOMER BASE GROWTH BY 25% THROUGH EFFECTIVE SALES STRATEGIES.
- ENHANCED BRAND EXPOSURE BY 40% VIA SUCCESSFUL MARKETING INITIATIVES.
- EXCELLED IN TEAM LEADERSHIP, SIGNIFICANTLY BOOSTING TEAM PRODUCTIVITY.

### BYJUS (18/08/20 – 18/08/2021) BUSINESS DEVELOPMENT ASSOCIATE

- GENERATED 53L- 55L REVENUE IN A YEAR
- INCREASED SALES BY 22% WITH DYNAMIC STUDENT ENGAGEMENT.
- GREW LEAD GENERATION BY 30% WITH A NEW REFERRAL PROGRAM.
- ENHANCED TEAM'S SALES SKILLS, LEADING TO BETTER PERFORMANCE OUTCOMES.

## SKILLS

- BUSINESS DEVELOPMENT
- SALES,
- INSIDE SALES
- DIRECT SALES
- CUSTOMER SUCCESS
- CUSTOMER RELATION

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## EDUCATION

### BENGAL INSTITUTE OF BUSINESS STUDIES PGPBM+MBA(M&S)-2020

### DINABANDHU ANDREWS COLLEGE (B.COM (H) .-2018)

### BIDYA BHARATI GIRL'S HIGH SCHOOL (W.B.B.S.E..-2013)

### GOKHALE MEMORIAL SCHOOL (W.B.C.H.S.E.-2015)

## PROJECTS

### AKLF INTERNSHIP

A LIVE PROJECT CONDUCTED BY APEEJAY KOLKATA LITERARY FESTIVAL AT PARK STREET, WHERE APPOINTED AS THE COUNTER-IN-CHARGE OF THE OXFORD BOOKSTORE

### BRAND WARS

AN INTER-SECTION COMPETITION WHERE AS A TEAM, LAUNCHED A UNIQUE BRAND OF SHOWER GEL, BUG-ABOO. WAS AN ACTIVE MEMBER OF THE RADIO JINGLE TEAM, EXECUTED THE PROJECT SUCCESSFULLY AND SECURED FIRST POSITION.

## LANGUAGE

ENGLISH | HINDI | BENGALI